

May 15, 1967  
University of Kansas  
Lawrence, Kansas 66044

Dear Colleague;

Earlier this spring you were asked to participate in a study of commercial college radio stations. At that time we offered to send you a summary of the results, if you so desired. Because so many of you complied with the request to participate in the study, it is a pleasure to send you the results of what was an interesting and successful study. Your cooperation was certainly appreciated, and we extend a grateful "thank you" for your time and effort.

The following is a summary of the study. If you are interested in more detailed information about the study, you may secure the thesis for which this study was undertaken by Interlibrary Loan from the University of Kansas Library.

This was a descriptive study to construct a profile of the college commercial radio station. Emphasis was placed on sales characteristics and the relationship to local private broadcasters.

The college radio stations for the study were chosen from the 1966 directory of member stations of the Intercollegiate Broadcasting System. Twenty commercially operated stations were chosen for the pilot study which was completed prior to the thesis study, in order to determine the validity of the questions for the survey. Some revisions were made in the final questionnaire, which was sent, along with a cover letter, to 178 campus stations, all of which were members of the IBS. There was a 45 percent total response to the study, although not all of these respondents were from commercially operated stations. The total number of usable responses (from commercially operated campus stations) was 29.40 percent.

Results of the study indicate that the majority of campus commercial stations are carrier-current, and are licensed (or would be if necessary) to the university or college where the station is located. The primary purpose of such stations is student service, i.e., entertainment, information, and training for future broadcasters. The majority of campus commercial stations note that their annual sales income usually equals less than 30 percent of their operating budget, with supplementary funds being provided by a general university fund or student organizations or fees.

The sales force of the typical campus station is composed of students who have had no previous training or sales experience, which does not seem to adversely affect the amount of selling done. The most frequent compensation for selling is experience or a combination of experience and money. When experience is the only compensation offered, the amount of sales income noticeably decreases.

Spot announcements are sold more frequently than are complete programs, and the rates vary extremely from station to station. The audience for the campus commercial station is composed of two groups--under 1,000 student listeners and between 1,000 and 5,000 student listeners, with the number of non-students totaling less than 1,000. The number of competing local private stations vary from none to more than ten, and these stations are located from one to more than 25 miles away.

The campus broadcaster describes the relationship to the local private stations as one of general lack of contact or one of productive cooperation. The campus broadcaster is satisfied with the existing relationship, whether it is almost total lack of contact, a pleasant laissez-faire, or a productive, cooperative relationship.

The policies which contribute to a more than satisfactory relationship are mutual assistance and student employment at the local station, while these same two policies are most commonly noted as being advantages of a cooperative relationship. The following are most frequently noted as disadvantages of an unsatisfactory relationship: lack of competition, lack of jobs for students and poor community relationships. The campus broadcaster names himself or the campus station as the instigator of action for improving an unsatisfactory relationship.

The local private broadcaster apparently does not object frequently to the commercial operation of the campus station. When objections are voiced, however, they center around competition from a state supported institution, and loss of potential income.

Again, many thanks to all of you who helped to make this study possible, and to the large number of individuals who sent personal letters along with the questionnaire. We would have answered all of those letters if it had been possible..

Very truly yours,

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